

## Paper #44168

# Active planning: Formative research and strategic planning for creating community-based physical activity programs in California

[Michelle Oppen, MPH, CHES](#)<sup>1</sup>, Gil Sisneros, MPH, CHES<sup>2</sup>, Leslie Mikkelsen, MPH, RD<sup>3</sup>, Mike Miller<sup>4</sup>, Amy Woodman<sup>4</sup>, Amy M. Carroll, MPH<sup>5</sup>, Sarah E. Samuels, DrPH<sup>5</sup>. (1) Cancer Prevention and Nutrition Section, Public Health Institute, 2168 Shattuck Ave, Suite 300, Berkeley, CA 94704-1307. (2) California Department of Health Services, Cancer Prevention and Nutrition Section, PO Box 942732, MS 662, 601 N. 7th Street, Sacramento, CA 94234-7320. (3) Prevention Institute, 265 29th Street, Oakland, CA 94611. (4) Brown Miller Communications, 1114 Jones Street, Martinez, CA 94553. (5) Samuels & Associates, 1204 Preservation Park Way, Oakland, CA 94110.

Regular physical activity significantly reduces risk for many chronic diseases and conditions, but few public health programs identify it as a primary focus. In the summer of 2001, the Cancer Prevention and Nutrition Section (CPNS) of the California Department of Health Services, funded by the USDA, began a series of formative research projects to develop a social marketing campaign incorporating physical activity with nutrition education for using the social-ecological model. The research focused on low-income white, African American, and Latina mothers of school-aged children in California because there is little research and very few existing programs that address these populations. The information gathered from the research and planning activities was used to begin planning for community-based pilot projects in regions throughout California. The research and planning projects included: a strategic planning process entitled Strategies for Action, focus groups, environmental scans, key informant interviews, a literature review, and a marketing trend analysis. The moderator will:

- Provide the background/overview of CPNS and the formative research;
- Describe the resulting pilot projects taking place in the Oakland, Los Angeles, and Riverside regions of California;
- Introduce each research presentation; and
- Lead a concluding discussion with audience members.

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**Abstract ID#:** 44168

**Password:** 344651

**Program Selection:** Public Health Education and Health Promotion

**Topic Selection:** Community involvement in health education (participatory research, lay health advisor programs, partnerships, consumer health issues, etc.)

**Learning Objectives:** At the conclusion of the session the participants should be able to:  
1. Describe formative research methods for planning community-based physical activity programs. 2. Identify unique and similar findings gleaned from the different research activities. 3. Develop a plan for a large-scale, social marketing physical activity campaign.

**Submitter Email:** moppen@dhs.ca.gov

**Comments to Organizer:** Please accept as Panel Presentation - Active Planning in California #1. Thank you.

**Presentation Format:** Oral Only

## First Author

### *Presenting*

Michelle Oppen, MPH, CHES  
Cancer Prevention and Nutrition Section  
Public Health Institute  
2168 Shattuck Ave  
Suite 300  
Berkeley, CA 94704-1307

**Phone Number:** 510-644-2569

**Email:** moppen@dhs.ca.gov

\* APHA Member

**Presenter's signature:** Michelle Oppen

**Primary Section Affiliation:** Public Health Education and Health Promotion

## Second Author

Gil Sisneros, MPH, CHES  
California Department of Health Services  
Cancer Prevention and Nutrition Section  
PO Box 942732, MS 662  
601 N. 7th Street  
Sacramento, CA 94234-7320

**Phone Number:** 916-445-6727

**Email:** gsisnero@dhs.ca.gov

## Third Author

Leslie Mikkelsen, MPH, RD  
Prevention Institute  
265 29th Street  
Oakland, CA 94611  
**Phone Number:** 510-444-7738  
**Email:** leslie@preventioninstitute.org

#### **Fourth Author**

Mike Miller  
Brown Miller Communications  
1114 Jones Street  
Martinez, CA 94553  
**Phone Number:** 925-370-9777  
**Email:** mike@brownmillerpr.com  
I **do not** have any significant financial interest/arrangement or affiliation with any organization/institution whose products or services are being discussed in this session or paper.

#### **Fifth Author**

Amy Woodman  
Brown Miller Communications  
1114 Jones Street  
Martinez, CA 94553  
**Phone Number:** 925-370-9777  
**Email:** amy@brownmillerpr.com

#### **Sixth Author**

Amy M. Carroll, MPH  
Samuels & Associates  
1204 Preservation Park Way  
Oakland, CA 94110  
**Phone Number:** (510) 271-6799  
**Fax Number:** (510) 271-6791  
**Email:** amy@samuelsandassociates.com  
\* APHA Member  
I **do not** have any significant financial interest/arrangement or affiliation with any organization/institution whose products or services are being discussed in this session or paper.  
**Disclosure:** California Department of Health Services' Cancer Prevention and Nutrition Section contract  
**Primary Section Affiliation:** Community Health Planning and Policy Development

## **Seventh Author**

Sarah E. Samuels, DrPH  
Samuels & Associates  
1204 Preservation Park Way  
Oakland, CA 94110  
**Phone Number:** 510-271-6799  
**Email:** [sarah@samuelsandassociates.com](mailto:sarah@samuelsandassociates.com)